



Bay-Rama, Inc.
P.O. Box 25
New Baltimore, Mi 48047
www.bay-rama.com

Bay-Rama Fishfly Festival 2022 Sponsorship Celebrating 57 years in New Baltimore

The Bay-Rama Fishfly Festival is a fun filled five-day event attended by over 35,000 people in downtown New Baltimore. We feature a large, clean midway, Festival Tent with live entertainment, Miss Bay-Rama Queen's Pageant, Kid's Day Fun, a large firework display on the waterfront, a spectacular parade along Green Street and much more!

Bay-Rama Inc. is an all-volunteer 501(c)(3) non-profit organization; therefore, your donations are tax deductible!

We are 'Building a Better Community' by giving back to the City of New Baltimore, the Anchor Bay Area, and its residents through donations, scholarships, land developments, and by providing fun opportunities for the community. We have given over \$2,500,000 to the community in the past 57 years. Revenue from our Annual Fishfly Festival provides the funding needed for our projects. Our recent donations include:

- 2012 Bay-Rama donated Festival Park to the city of New Baltimore.
- 2016 We donated bleachers in Festival Park at all four ball diamonds.
- 2018 Bay-Rama donated a beautiful playscape in Festival Park.
- 2021 Bay-Rama donated \$10,000 towards a new playscape in Burke Park

Attached you will find sponsorship options available for every budget. They also include being mentioned in our program book, the sponsorship page on our website and on our social media. Thank you for your time, consideration, and continued support. Please contact one of the Sponsorship Team members. We look forward to hearing from you soon.

For more information on the Fishfly Festival or how to join our committee, visit our website or social media!

Please note that all signs and banners remain property of Bay-Rama, Inc.

AD SALES CLOSE APRIL 1ST, 2022. Artwork is due no later than April 8, 2022.

You may also want to consider having an entry in our parade to promote your business. This is free to our sponsors. Please see www.bay-rama.com for more information.

Contact Mike Anulli - Sponsorship Chair

(586) 615-2515 / jetcrafts@sbcglobal.net

**Bay-Rama, Inc. will continue to follow the COVID-19 Guidelines put in place by the State of Michigan and the CDC in order to keep the public and our volunteers safe. We will post updates regarding events to our website and social media as the Festival approaches. **



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Advertising in the FESTIVAL PROGRAM BOOK is a great way to highlight your business in our community. With over 10,000 programs printed, they are distributed in all of our participating sponsors place of business and sent home with each elementary aged child in the Anchor Bay school district. Program books are also delivered to area businesses from New Baltimore to Chesterfield, Fair Haven, Algonac, Richmond and more.

NEW in 2022. We will be featuring our Program Book online on our website and sharing across our social media platforms. Our website receives over 10,000 views during the week of Festival, with referrals from Google.

Full Page Ad.....7.75" W x 9.75" H.....\$600

1/2 Page Ad.....7.75" W x 4.875"H.....\$350

1/4 Page Ad.....3.875" W x 4.875" H.....\$250

Please provide artwork in these acceptable high resolution file formats: EPS, JPEG or PDF.

sponsorship or advertising over \$500 will include vip access for fireworks on Thursday, June 23rd 10pm.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - FESTIVAL TENT SPONSOR - \$10,000 - ONLY 1 AVAILABLE

Exclusive premier signage on entrance /exit of the festival tent. Full page ad in the event program, full street banner, top listed sponsor on front page of the website, social media mentions with hotlinks to your company pages. VIP access for 20 people for the fireworks show.

SILVER SPONSOR - FIREWORKS SPONSOR - \$5,000 - ONLY 3 AVAILABLE

Premier signage in the waterfront park during fireworks. Full page ad in the event program, full street banner, logo on front page of the website, social media mentions with hotlinks to your company pages. VIP access for 10 people for the fireworks show.

EVENT SUPPORTER - \$2500

Signage around the event midway. Half page ad in the event program, full street banner, logo on front page of the website, social media mentions with hotlinks to your company pages. VIP access for 6 people for the fireworks show.

BAND SPONSORSHIPS - \$500

This is a 68" x 34" banner hung by the stage in festival tent on either Thursday, Friday or Saturday depending on which band you choose to sponsor. VIP access for 4 people for the fireworks show.

MISS BAY-RAMA QUEEN'S PAGEANT SPONSORSHIP - \$300

A 48" x 24" sign advertising your business in festival tent on Wednesday during the pageant.

STREET BANNERS - \$300

Street banners are a great opportunity to display your business name / logo along Green Street (M 29) for a minimum of 30 days. These two sided banners are 30" x 80". Ad space is 30" W x 35" H.

KID'S DAY SPONSORSHIP - \$250

A 48" x 24" sign showing your support for this fun event in The Kid's Day Tent on Saturday.

KID'S DAY PETTING ZOO SPONSORSHIP - \$250

A 48" x 24" sign showing your support for this event Saturday during Kid's Day on the Petting Zoo Tent.

CORNHOLE TOURNAMENT SPONSORSHIP - \$250

A 48" x 24" sign in Festival Tent on Friday and Saturday.

TENT SIGNS - \$125

These 18" x 24" foam board signs that are hung in festival tent for all five days of festival.